

**CLAIMS**

1. A display box for a substantially cylindrical container with a profiled base, comprising side walls, a base wall and a front wall in which a window bounded by longitudinal edges and end edges is provided through which there projects outwards a cylindrical portion of a container which is housed in the box in a seat defined by said base wall and by inner longitudinal walls of the box and extending between said base wall and the front wall in correspondence with the longitudinal edges of the window provided therein, said window having substantially the same shape and dimensions as the outer profile of the longitudinal section through the container, wherein in said internal longitudinal walls defining the seat for the container there are provided two mutually opposing apertures into which substantially diametrically opposite portions of an annular collar or the like projecting from the container totally around its cylindrical surface are forced and retained, by which a container inserted into said seat in the box is strongly impeded from rotating about its axis and moving transversely.
2. A display box as claimed in claim 1, wherein one of the end edges bounding said window is shaped in a manner substantially complementary to the shape of the base of the container which the box is intended to house.
3. A display box as claimed in claim 1, which is formed from a single piece of punched and crease-lined cardboard, which is folded and glued in discrete regions.
4. A punched and crease-lined cardboard sheet usable for forming a display box in accordance with claim 1.